

## Message Text

UNCLASSIFIED

PAGE 01 OSLO 00704 01 OF 02 191355Z

46

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W  
----- 094897

R 191205Z FEB 75  
FM AMEMBASSY OSLO  
TO USDOC WASHDC  
SECSTATE WASHDC 9324  
INFO AMEMBASSY COPENHAGEN  
AMEMBASSY HELSINKI  
AMEMBASSY STOCKHOLM

UNCLAS SECTION 1 OF 2 OSLO 0704

E.O. 11652: N/A  
TAGS: BEXP, NO  
SUBJECT/FY '77 CCP NORWAY

REF: OSLO 0649  
STATE A-9016; 12/6/74

CAPTION: FOR EUR/RPE; USDOC FOR OIM; STOCKHOLM FOR  
TRADE CENTER.

1. SUMMARY. FY 77 COUNTRY COMMERCIAL PROGRAM FOR NOR-  
WAY INCLUDES SIX PRODUCT PROMOTION CAMPAIGNS, OF WHICH  
ONE IS PRIMARY STAGE AND FIVE IN SECONDARY, AND TWO  
ADDITIONAL PRIORITY PROJECTS INCLUDED IN THE ALLOCATIONS FOR  
NON-CAMPAIGN ACTIVITIES CAN BE IDENTIFIED AT THIS TIME BECAUSE OF  
LACK OF INFORMATION REGARDING PROMOTIONAL EVENTSSCHE-  
DULED FOR THE PERIOD, INCLUDING STOCKHOLM TRADE CENTER  
EVENT SCHEDULE, SCEDULE OF US TRADE SHOWS TO BE  
SUPPORTED BY FOREIGN BUYER PROGRAM, OTHER US TADE  
SHOW, AND OTHER US PROMITIONS IN EUROPE RELATED TO THE  
SIX CAMPAIGNS. SINCE THE NUMBER OF EVENTS ASSOCIATED  
WITH ANY CAMPAIGN WILL INEVITABLY BE A MJOR DETER-  
MINANT OF THE REASOURCES REQUIRED FOR THAT CAMPAIGN, RESOURCE  
ESTIMATES PROVIDED ARE NECESSARILY TENTATIVE AND SUBJECT TO  
FURTHER REFINEMENT AS MORE INFORMATION BECOMES AVAILABLE.  
PRELIMINARY ESTIMATES OF RESOURCES REQUIRED FOR THE FY 77  
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 OSLO 00704 01 OF 02 191355Z

CCP WERE SUMMARIZED IN OSLO REFTEL. END SUMMARY.

2. PRODUCT PROMOTION CAMPAIGNS (NOTE: ALL PERSONNEL RESOURCES EXPRESSED IN TERMS OF MAN DAYS AND FINANCIAL RESOURCES IN TERMS OF US DOLLARS)

(A) CONSUMER GOODS (PRIMARY PROMOTION): (1) STATEMENT: INCREASED PURCHASING POWER OF THE NORWEGIAN CROWN IN TERMS OF US DOLLAR AND EXPECTED REAL INCREASE IN PERSONAL DISPOSAL INCOME IN NORWAY COULD RESULT IN INCREASED SALE OF US CONSUMER GOODS. FY 76 CAMPAIGN IN THIS FIELD CALLS FOR IDENTIFICATION OF TARGET AUDIENCES AND CATEGORIES AND SUBCATEGORIES OF GOODS THAT ARE PROMOTABLE, AS WELL AS FOR LAYING FOUNDATION FOR FY 77 PRIMARY PROMOTION CAMPAIGN. (2) EXPECTED RESULTS: CAMPAIGN IS EXPECTED TO RESULT IN SIGNIFICANT INCREASE IN SALES OF US CONSUMER GOODS IN NORWEGIAN MARKET. (3) ANTICIPATED ACTIONS: CAMPAIGN ACTIVITIES EXPECTED TO INCLUDE ONE IN-STORE PROMOTION; PROMOTION OF APPROPRIATE US TRADE SHOWS; ORGANIZATION OF ONE FOREIGN BUYERS GROUP; AND COOPERATION WITH DEPARTMENT OF AGRICULTURE IN PROMOTION OF US FOOD PRODUCTS. (4) RESOURCES REQUIRED: (A) PERSONNEL: FSO-20; FSL/P-34; FSL/C-15; TOTAL 69. (B) FINANCIAL: TRAVEL-500; REPRESENTATION-200; PRINTING/MAILING-400; CONTRACT SERVICES-200; TOTAL-1300.

(B) FOOD PROCESSING AND PACKAGING EQUIPMENT (SECONDARY PROMOTION): (1) STATEMENT: THIS THEME IS TO BE SUBJECT OF PRIMARY PROMOTION IN FY 76 AND IS ALSO ON FY 77 PRIMARY TARGET INDUSTRY LIST. (2) EXPECTED RESULTS: GOAL OF THIS CAMPAIGN IN FY 77 IS TO CONSOLIDATE MARKET PENETRATION OBTAINED AS RESULT OF PRIMARY PROMOTION CAMPAIGN IN FY 76. (3) ANTICIPATED ACTIONS: ACTIVITIES FOR THIS CAMPAIGN WILL BE FOCUSED ON IDENTIFICATION OF NEW SECTORS OF FOOD PROCESSING INDUSTRY FOR EXPLOITATION AND ON ASSISTING NEW AGENTS APPOINTED AS RESULT OF FY 76 ACTIVITIES IN CONSOLIDATING THEIR POSITION IN THE MARKET. (4) RESOURCES REQUIRED: (A) PERSONNEL - FSO-10; FSL/P-20; FSL/C-10; TOTAL-40. (B) FINANCIAL: TRAVEL-500; REPRESENTATION-200; PRINTING/MAILING-300; CONTRACT SERVICES-100; TOTAL-1100.

(C) ENERGY SYSTEMS (SECONDARY PROMOTION): (1) STATEMENT: CONTINUED, ALBEIT SLOW, DEVELOPMENT OF NORTH SEA OIL AND GAS RESOURCES SHOULD MEAN FURTHER MARKETING OPPORTUNITIES FOR US SUPPLIERS OF OFFSHORE EQUIPMENT, ESPECIALLY IF PROTECTIONIST "BUY UNCLASSIFIED

UNCLASSIFIED

PAGE 03 OSLO 00704 01 OF 02 191355Z

NORWEGIAN" POLICY CAN BE DONE AWAY WITH. WITH REGARD TO NEW TO MARKET PENETRATION, TWO SUCCESSIVE YEARS OF PROMOTION PROBABLY WILL HAVE LED TO MARKET SATURATION, UNLESS RADICALLY NEW TECHNOLOGIES ARE DEVELOPED. BY FY 77 NORWAY SHOULD BE MOVING TOWARD A DEFINITION OF POLICY REGARDING ALTERNATIVE ENERGY SOURCES (E.G. NUCLEAR, NATURAL GAS). (2) EXPECTED RESULTS: CONSOLIDATION OF MARKET PENETRATION ACHIEVED BY NTM FIRMS AS RESULT OF FY 75 AND 76 CAMPAIGN ACTIVITIES; OBTAIN ABOLITION OF PROTECTIONIST "BUY

NORWEGIAN" POLICY REGARDING OFFSHORE EQUIPMENT AND SERVICES; INFLUENCE DECISION MAKERS TO "THINK US" AS NORWAY MOVES TOWARD DEVELOPMENT AND EXPLOITATION OF ALTERNATIVE ENERGY SOURCES SUCH AS NUCLEAR POWER AND NATURAL GAS. (3) ANTICIPATED ACTIONS: CAMPAIGN ACTIVITIES ARE EXPECTED TO INCLUDE PARTICIPATION IN "OFFSHORE NORTH SEA" EXHIBITION, STAVANGER, SEPTEMBER 76; DIPLOMATIC EFFORTS TO ELIMINATE "BUY NORWEGIAN" PROCUREMENT POLICY; REPORTING ON DEVELOPMENTS CONNECTED WITH ALTERNATIVE ENERGY SOURCES AND IDENTIFICATION OF SALES OPPORTUNITIES. (4) RESOURCES REQUIRED: (A) PERSONNEL: FSO-50; FSL/P-15; FSL/C-10; TOTAL-75. (B) FINANCIAL: TRAVEL-300; REPRESENTATION-200; PRINTING/MAILING-200; CONTRACT SERVICES-50; TOTAL-750.

UNCLASSIFIED

NNN

UNCLASSIFIED

PAGE 01 OSLO 00704 02 OF 02 191502Z

46

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W  
----- 095755

R 191205Z FEB 75  
FM AMEMBASSY OSLO  
TO USDOC WASHDC  
SECSTATE WASHDC 9325  
INFO AMEMBASSY COPENHAGEN  
AMEMBASSY HELSINKI  
AMEMBASSY STOCKHOLM

UNCLAS SECTION 2 OF 2 OSLO 0704

(D) ELECTRONIC COMPONENTS AND ELECTRONICS INDUSTRY PRODUCTION AND TEST EQUIPMENT (SECONDARY PROMOTION); (1) STATEMENT: CONTINUATION OF PRIMARY PROMOTION CAMPAIGN INITIATED FY 76. CO-PRODUCTION OF F-104 FIGHTER AIRCRAFT REPLACEMENT EXPECTED TO CENTER ON AVIONICS, WHICH SHOULD STIMULATE DEMAND FOR ADVANCED COMPONENTS AND PRODUCTION/TEST EQUIPMENT. (2) EXPECTED RESULTS: CONSOLIDATION OF GAINS ACHIEVED AS RESULT OF FY76 CAMPAING. (3) ANTICIPATED ACTIONS: CAMPAIGN ACTIVITIES ARE EXPECTED TO FOCUS ON IDENTIFICATION OF NEW PRODUCT OPPORTUNITIES ARISING FROM CO-PRODUCTION AND ON ASSISTANCT TO AGENTS APPOINTED DURING FY 76 CAMPAIGN, INCLUDING AT LEAST ONE LOCALLY-ORGANIZED TECHNICAL SEMINAR. (4) RESOURCES REQUIRED: (A) PERSONNEL: FSO-10; FSL/P-14; FSL/C-10; TOTAL-34. (B) FINANCIAL: TRAVEL-250; REPRESENTATION-200; PRINTING/MAILING-300; CONTRACT SERVICES-100; TOTAL-850.

(E) PROCESS CONTROL INSTRUMENTATION (SECONDARY PROMOTION):

(1) STATEMENT: THIS CAMPAIGN IS A CONTINUATION OF THE PRIMARY PROMOTION CAMPAIGN BEGUN IN FY 76. CONTINUED DEVELOPMENT OF THE NORWEGIAN REFINING AND PETROCHEMICAL INDUSTRIES SHOULD CREATE FURTHER SALES OPPORTUNITIES. (2) EXPECTED RESULTS: CONSOLIDATION OF THE INCREASED MARKET SHARE OBTAINED AS RESULT OF FY 76 CAMPAIGN ACTIVITIES. (3) ANTICIPATED ACTIONS: CAMPAIGN IS EXPECTED TO FOCUS ON IDENTIFICATION OF NEW SALES OPPORTUNITIES AND ASSISTANCE TO NEW AGENTS APPOINTED AS RESULT OF FY 76 ACTIVITIES, INCLUDING A LOCALLY-ORGANIZED MINI-EXHIBITION AT THE EMBASSY. (4) RESOURCES REQUIRED: (A) PERSONNEL: FSO-10; FSL/P-10; FSL/C-5; UNCLASSIFIED

UNCLASSIFIED

PAGE 02 OSLO 00704 02 OF 02 191502Z

TOTAL-25. FINANCIAL: TRAVEL-300; REPRESENTATION-200; PRINTING/MAILING-300; CONTRACT SERVICES-100; TOTAL-900.

(F) POLLUTION CONTROL EQUIPMENT (SECONDARY PROMOTION): (1) STATEMENT: ALTHOUGH EMISSION STANDARDS HAVE BEEN SET BY GOVERNMENT AUTHORITIES, NORWEGIAN INDUSTRY HAS BEEN SLOW TO START MAKING THE NECESSARY INVESTMENTS IN EQUIPMENT. ACTIVITY IS NOW EXPECTED TO PICK UP DURING CALENDAR 75 AND 76, WHICH JUSTIFIES CONTINUATION OF THIS CAMPAIGN FOR THE THIRD YEAR. (2) EXPECTED RESULTS: CONSOLIDATION OF MARKET SHARE OBTAINED AS RESULT OF FY 75 AND 76 ACTIVITIES. (3) ANTICIPATED ACTIONS: ACTIVITIES ARE EXPECTED TO FOCUS ON EXPOSURE OF U.S. EQUIPMENT TO END USERS THROUGH ORGANIZATION OF BUYERS GROUPS TO APPROPRIATE EXHIBITIONS IN U.S. AND EUROPE. (4) RESOURCES REQUIRED: (A) PERSONNEL: FSO-10; FSL/P-10; FSL/C-5; TOTAL-25. (B) FINANCIAL: TRAVEL-500; REPRESENTATION-200; PRINTING/MAILING-300; CONTRACT SERVICES-100; TOTAL-1100.

3. OTHER PRIORITY PROJECTS: TWO ADDITIONAL PRIORITY PROJECTS ARE ANTICIPATED FOR FY 77. RESOURCE ALLOCATIONS FOR THESE HAVE BEEN INCLUDED IN THE OVERALL NON-CAMPAIGN ACTIVITIES ALLOCATIONS. (A) SUPPORT FOR STOCKHOLM TRADE CENTER: PROMOTION OF ALL STC EVENTS THAT CORRESPOND TO PRODUCT PROMOTION CAMPAIGN THESE WILL CONSTITUTE AN INTEGRAL PART OF THE RELEVANT CAMPAIGN. IN ADDITION, SUPPORT FOR OTHER REGIONALLY-ORIENTED TC ACTIVITIES IS A MAJOR CONSUMER OF THE POST'S COMMERCIAL RESOURCES. THOSE ACTIVITIES INCLUDE PROMOTION OF THE FULL SCHEDULE OF EXHIBITIONS AND JEEPS, AS WELL AS PERFORMANCE OR SUPERVISION OF TC-RELATED MARKET RESEARCH. WHILE THE EMBASSY IS PERFECTLY PREPARED TO DEPLOY PERSONNEL RESOURCES TO THESE ENDS, IT IS REASONABLE TO SUGGEST THAT FINANCIAL EXPENDITURES MADE IN CONNECTION WITH PROMOTIONAL ACTIVITIES (PRINTING, MAILING, REPRESENTATION, AND TRAVEL TO TC SHOWS) BE FUNDED FROM TC SHOW PROMOTION BUDGETS. IF THE TRADE CENTER IS TO BE CONSIDERED A REGIONAL INSTITUTION, IT IS IMPERATIVE THAT IT BE FUNDED ACCORDINGLY, OR ALTERNATIVELY, THAT FUNDS BE ALLOCATED TO THE THREE PERIPHERAL POSTS TO ENABLE THEM TO CARRY OUT THE JOB EFFECTIVELY. THE FINANCIAL RESOURCES SUGGESTED IN THE NON-

CAMPAIGN ACTIVITIES ALLOCATION BELOW, THEREFORE, SHOULD BE ALLO/  
CATED EITHER TO THE TRADE CENTER AS AN INCREMENT TO ITS FY 77  
BUDGET, OR TO THE EMBASSY AS PART OF ITS CCP. (B) TRADE POLICY  
REPORTING, REPRESENTATION, NEGOTIATION; THIS ACTIVITY IS EXPECTED  
TO ASSUME CONSIDERABLE IMPORTANCE IN THE LIGHT OF THE MULTILATERAL  
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 OSLO 00704 02 OF 02 191502Z

TRADE NEGOTIATIONS.

4. NON-CAMPAIGN ACTIVITIES: TO AVOID UNNECESSARY REPETITION-  
RESOURCE ALLOCATION POSTINGS ARE CODED AS FOLLOWS - PERSONNEL  
(MAN DAYS) (A) FSO (B) FSL/P; (C)  
FSL/C-FINANCIAL (US DOLLARS) (D) TRAVEL; (E) REPRESENTATION;  
(F) PRINTING/MAILING; (G) CONTRACT SERVICES. NON-APPLICABLE POS-  
TINGS ARE OMITTED. 1- MAJOR PROJECT REPORTING - (A) 5 (B) 5  
(C) 1 (D) 200. 2 - SCHEDULED CERP (A) 5 (B) 30 (C) 60. 3 -  
CERP ALERT - (A) 5 (B) 5 (C) 10. 4 - TARGET INDUSTRY RESEARCH -  
(A) 2 (B) 80 (C) 10 (D) 100. 5 - ADS - (A) 1 (B) 15 (C) 1.  
6 - TRADE OPPORTUNITIES - (A) 1 (B) 5 (C) 1. 7 - WTDR  
(A) 1 (C) 150 (F) 150 (G) 2000. 8 - EXCON - (A) 5 (C) 1. 9 -  
TRADE POLICY REPORTING ETC. - (A) 70 (B) 110  
(E) 600. 10 - BUSINESS SERVICES - (A) 25 (B) 25. 11 - MANAGE-  
MENT - (A) 20. 12 - SUPPORT FOR STOCKHOLM TRADE CENTER - (A) 20  
(B) 200 (C) 60 (D) 750 (E) 200 (F) 1000. 13 - OTHER TC/COMMERCIAL  
EXHIBITIONS SUPPORT - (A) 1 (B) 5 (C) 2 (F) 200. 14 - BEST  
PRODUCTS REPORT - (A) 1 (B) 2 (C) 1. 15 - AGRICULTURAL PROMOTION  
(A) 5 (DOES NOT INCLUDE AG ATTACHE COPENHAGEN) (B) 220 (C) 5  
(D) 100 (OTHER FINANCIAL REQUIREMENTS FUNDED BY DEPARTMENT OF AGRI-  
CULTURE). 16 - COMMERCIAL NEWSLETTER - (A) 15 (B) 5R  
(C) 20 (F) 1000. 17 - CERP PUBLICATIONS PROCUREMENT - (C) 13  
(G) 200. 18 - FOREIGN TRADERS INDEX - (C) 40 (F) 50 (G) 150.

5. THIS MESSAGE CLEARED BY USIS OSLO WHICH EXPECTS TO PROVIDE  
MAXIMUM INPUT TO FY 77 CCP FOR NORWAY.  
BYRNE

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 19 FEB 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1975OSLO00704  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D750059-0221  
**From:** OSLO  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1975/newtext/t19750232/aaaabccev.tel  
**Line Count:** 262  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION EUR  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 5  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** 75 OSLO 0649  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** ElyME  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 13 MAY 2003  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <13 MAY 2003 by BrownAM>; APPROVED <08 JAN 2004 by ElyME>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
05 JUL 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** FY '77 CCP NORWAY  
**TAGS:** BEXP, NO  
**To:** COM STATE  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006